

ABSTRACT

In general, in one aspect, the invention relates to a computer-based method for selling an item to a customer at a retail location. An identifier associated with a token presented by a customer is received at the retail location. Customer data is accessed based on the identifier. A product order selected by the customer is identified. The identified customer order is prepared for the customer at the retail location. A preferred payment method for the customer is identified, and payment by the customer executed for the selected order by the preferred payment method. The customer is provided with the selected order at the retail location. A system for selling an item at a retail location can include elements for performing these method steps.

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